FOREST CHALLENGE 2019
SPONSORSHIP & PARTICIPATION PROPOSAL
#FunForNature
WHO WE ARE

THE EAST AFRICAN WILD LIFE SOCIETY (EAWLS) is a credible, membership based, not-for-profit conservation organization in East Africa. Formed in 1961 through a merger of Kenya and Tanzania Wild Life Societies as well as wildlife enthusiasts from Uganda, EAWLS seeks to enhance the conservation and wise-use of the environment and natural resources through four main thematic areas: Forests, Wildlife, Wetlands and Marine. EAWLS is the voice of conservation in East Africa and envisages an East Africa where all people enjoy the full diversity, beauty and richness of nature.

KENYA FOREST SERVICE (KFS) is a state corporation established under the Kenya Forest Conservation and Management Act no 34 of 2016. It was established to provide for the development and sustainable management, including conservation and rational utilization of all forest resources for the socioeconomic development of the country and for connected purposes. Key functions of KFS include conserving, protecting and managing all public forests; Assisting county governments in building capacity in forestry and forest management; Managing water catchment areas in relation to soil and water conservation, carbon sequestration and other environmental services in collaboration with relevant stakeholders.

KIJABE ENVIRONMENT VOLUNTEERS (KENVO) is a community-based organization engaged in developing sustainable nature conservation programmes in the Kikuyu Escarpment Forest. KENVO was formed in 1994 and officially registered in 1996. The major goal of KENVO is to promote conservation of the Kikuyu Escarpment ecosystems, while supporting community livelihoods.
VISION
To restore lost forest cover in key water catchments areas in Kenya that are essential to supporting livelihoods and the survival of wildlife ecosystems.

THE EVENT
In 2014, East African Wild Life Society (EAWLS) in partnership with Kijabe Environment Volunteers (KENVO) and Kenya Forest Service (KFS) pioneered an annual forest event dubbed “The Forest Challenge”. The event gives participants an excellent and unique opportunity to interact with nature by taking part in competitive yet fun activities in Kereita-Aberdare Forest. The key objective of The Forest Challenge (FC) is to raise funds for the rehabilitation and restoration of key water catchment forests in Kenya.

The event was inspired by the need to restore degraded forests. Deforestation has resulted in reduced water quantities with adverse effects to biodiversity and livelihoods.

It is designed to rally support and participation from the government, the private sector and individuals to collaboratively and innovatively contribute towards forest restoration activities in an attempt to achieve the national target of at least 10% forest cover in Kenya.
Forests hold more than three-quarters of the world’s terrestrial plants and animals. It is estimated that more than one quarter of modern medicines are derived from forest plants and over 40% of global oxygen comes from forests. After oceans, forests are the world’s largest storehouses of carbon dioxide.

According to the FAO Forest Resource Assessment 2015, deforestation accounts for about 20% of the world’s annual greenhouse gas emissions. Deforestation through illegal logging, charcoal burning and encroachment for human settlement and agriculture threatens not only forests but also people’s livelihoods and valuable habitats through land degradation and soil erosion.

Kenya’s forest cover is estimated at 7% of the total landmass, which is below the recommended global minimum of 10%. Out of this, Kenya’s closed canopy forests which are mainly montane forests (water towers) only cover 2% compared to the African average of 9.3% and a world average of 21.4%. In recent years, Kenya’s forests have been depleted at an alarming rate of about 5,000 hectares per annum, which is estimated to lead to an annual reduction in water availability of approximately 62 million cubic metres. These problems are compounded by illiteracy, poverty, rapid human population growth and climate change. To reverse some of the adverse effects, Kenya urgently needs to focus on reforestation.

The Forest Challenge provides a unique opportunity for corporates, government institutions and individuals to collectively address deforestation through forest rehabilitation activities, including tree growing and the establishment of tree nurseries. There is need to raise public awareness on the importance of forests and empower local communities living near forests. The reforestation initiative is a contribution towards the achievement of 10% forest cover by 2022.
WHAT THE FOREST CHALLENGE AIMS TO ACHIEVE

The overall objective of the Forest Challenge is to contribute to the conservation and restoration of at least 600 hectares of key water towers in Kenya while promoting and supporting local communities through:

a) Tree growing activities for forest restoration in key water towers
b) Establishment of tree seedling nurseries and management of forests through Community Forest Associations (CFAs) and the Kenya Forest Service (KFS)
c) Enhancing public awareness on the importance of forests and encouraging a sense of responsibility on the management and sustainable use of forests.
d) Fostering partnerships among stakeholders in forest conservation
WHY SPONSOR THE EVENT

The health of our water towers is essential to the good health of our nation. All industries directly or indirectly depend on sustainable supply of fresh water that comes from forest catchments.

Currently, deforestation in the upstream Maasai Mau Forest water catchment has greatly affected the supply of water feeding into the Mara and Ewaso Ngiro rivers which are drying up, hence threatening the survival of wildlife ecosystems in the Maasai Mara, a key pillar of Kenya’s tourism-based businesses.

By sponsoring the Forest Challenge, your organisation will not only be indirectly supporting the economy, but also demonstrating commitment towards achieving environmental sustainability for current and future generations. It is also demonstration of Corporate Social Responsibility/Investment. Corporate sponsors will have the benefit of having their brand visibility enhanced through free advertisement in the globally distributed SWARA Magazine, a publication of the East African Wild Life Society.

The Challenge is designed to help strengthen team leadership, organisational and teamwork skills through team-building exercises, while providing participants with the opportunity to learn about and take part in forest conservation in an adventurous, exciting and challenging way.
WHY PARTICIPATE IN THE CHALLENGE

As a participant, The Forest Challenge is designed to offer you a unique opportunity to be deep in the forest, away from civilization, where you will find tranquillity even as you take part in physically challenging activities. The event also allows you to learn, experience and participate in forest conservation in an engaging, adventurous, exciting way in the woods giving you the opportunity to emerge as a forest conservation champion and ambassador.
SPONSORSHIP PACKAGES

Thank you for your consideration to support the forest challenge event to be held on 30th November 2019 at Kereita forest, Kiambu county. Your sponsorship contribution guarantees us to meet the objective of the forest challenge.

Level 1
PLATINUM SPONSOR
CONTRIBUTION OF
KSHS. 1,000,000

• Company logo on all promotional materials and media placements
• Company logo features in EAWLS websites and social media platforms
• Company offered a free full page advertisement in Swara Magazine
• Company’s Stage mention as a Platinum sponsor to the participants
• Free entry for two (2) at 2 Imre Loeftler Talks/Dinner at Muthaiga/Karen Country Clubs
• Issued with a Platinum Certificate in recognition of Environmental Stewardship
• Branding at the event with 10 tear drop banners
• Booth for exhibition at a prime location at the Challenge Expo village

This sponsorship level gives you an opportunity to sponsor 20 Teams and 5000 trees sponsored.

Level 2
DIAMOND SPONSOR
CONTRIBUTION OF
KSHS. 750,000

• Company logo on all promotional materials and media placements
• Company logo features in EAWLS websites and social media platforms
• Company offered a free half page advertisement in the Swara Magazine
• Company offered a free half page advertisement in the Swara Magazine
• Company’s Stage mention as a Diamond sponsor to the participants
• Free entry for two (2) at 1 Imre Loeftler Talks/Dinner at Muthaiga/Karen Country Clubs
• Issued with a Diamond Certificate on recognition for Environmental Stewardship
• Branding at the event with 7 tear drop banners
• Booth for exhibition at a prime location at the Challenge Expo village

This sponsorship level gives you an opportunity to sponsor 15 Teams and 3750 trees sponsored.
### Level 3
**GOLD SPONSOR**

**CONTRIBUTION OF**

KSHS. 500,000

- Company logo on all promotional posters materials
- Company logo features in EAWLS websites and social media platforms
- Company offered a free a third page advertisement in Swara Magazine
- Company’s Stage mention as a Gold sponsor to the participants
- Free entry for one (1) to 1 Imre Loeftler Talks/Dinner at Muthaiga/Karen Country Clubs
- Issued with a Gold Certificate on recognition for Environmental Stewardship
- Branding at the event with 5 tear drops banners
- Booth for exhibition at a prime location at the Challenge Expo village

This sponsorship level gives you an opportunity to sponsor 10 Teams and 2500 trees sponsored

### Level 4
**SILVER SPONSOR**

**CONTRIBUTION OF**

KSHS. 300,000

- Company logo on all promotional posters and information pack
- Company logo features in EAWLS websites and social media platforms
- Company offered a free quarter page advertisement in Swara Magazine
- Company’s Stage mention as a Silver Sponsor to the participants
- Free entry for one (1) to 1 Imre Loeftler Talks/Dinner at Muthaiga/Karen Country Clubs
- Issued with a Silver Certificate in recognition of Environmental Stewardship
- Branding at the event with 2 tear drops banners

This sponsorship level gives you an opportunity to sponsor 6 Teams and 1500 trees sponsored

### Level 5
**BRONZE SPONSOR**

**CONTRIBUTION OF**

KSHS. 200,000

- Company logo on all promotional posters and information pack
- Company logo features in EAWLS websites and social media platforms
- Company offered a free quarter page advertisement in the Swara Magazine
- Company’s Stage mention as a Bronze Sponsor to the participants
- Issued with a Bronze Certificate on recognition for Environmental Stewardship
- Branding at the event with 1 tear drop banner

This sponsorship level gives you an opportunity to sponsor 4 teams and 1000 trees sponsored
PARTICIPATION PACKAGES

The participation package is as follows;

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<thead>
<tr>
<th>Package</th>
<th>Cost</th>
<th>No. of Trees</th>
</tr>
</thead>
<tbody>
<tr>
<td>A team of 5</td>
<td>KSHS 25,000</td>
<td>50</td>
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<tr>
<td>A team of 10</td>
<td>KSHS 47,500</td>
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<td>A team of 15</td>
<td>KSHS 67,500</td>
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<td>A team of 20</td>
<td>KSHS 85,000</td>
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<tr>
<td>A team of 25</td>
<td>KSHS 100,000</td>
<td>250</td>
</tr>
</tbody>
</table>

Spectator Package
For those who wish to participate as spectators of the event, you will be charged Kshs.1000 each which guarantees a sponsorship of 10 trees per person plus nature walk.

Student Package
Kshs. 3,000/- excluding transport
WHERE DO THE PROCEEDS GO?

Past achievements
- The Forest Challenge 2017 and 2018 have so far led to the rehabilitation of 15 acres about 6000 trees
- Installed a 10,000-litre water tank at Munyaka Primary School adjacent to Kereita Forest that supplies 267 pupils and 10 teachers with clean and safe water.
- Empowered 2 Community Forest Associations (Eburru Rafiki and KENVO) through purchase of tree seedlings from their indigenous tree nurseries and engaging them in aftercare programs to ensure high success rates.
PROPOSED INITIATIVES

This year’s Forest Challenge Event aims to raise funds to continue the restoration of Eburru forest which is the water catchment for Lake Naivasha and Lake Elementaita and support reforestation/livelihood project in the Aberdare forest.

SUSTAINABILITY

We sustain the projects financed by the Forest Challenge by working closely with local Community Forest Associations (CFAs) who nurture the seedlings by providing proper aftercare programs that ensure high success and maturity rates of the tree seedlings. Thereafter, the reforested area is left under the care of Kenya Forest Service. We further ensure sustainable supply of indigenous tree seedlings by supporting locally established tree nurseries through purchase of their tree seedlings.
The East African Wild Life Society
Riara Road, Off Ngong Road
P.O. Box 20110, 00200 City Square Nairobi - Kenya
Tel: +254 (020) 3874145 | Fax: +254 (020) 3870335 | Cell: 0734 600 632 | 0722 202 473
Email: info@eawildlife.org | www.eawildlife.org

Patrons
The President of Kenya, The President of Tanzania, The President of Uganda
Publisher of the society magazine ‘Swara’ and African Journal of Ecology

To Our Corporate Members/Partners
Your contribution towards rehabilitation of forests and support to rural forest communities matters!
A sign of your commitment to environmental stewardship